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Filtering Out the Librarians from Web Analytics Data

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Filtering Out the Librarians from Web Analytics Data

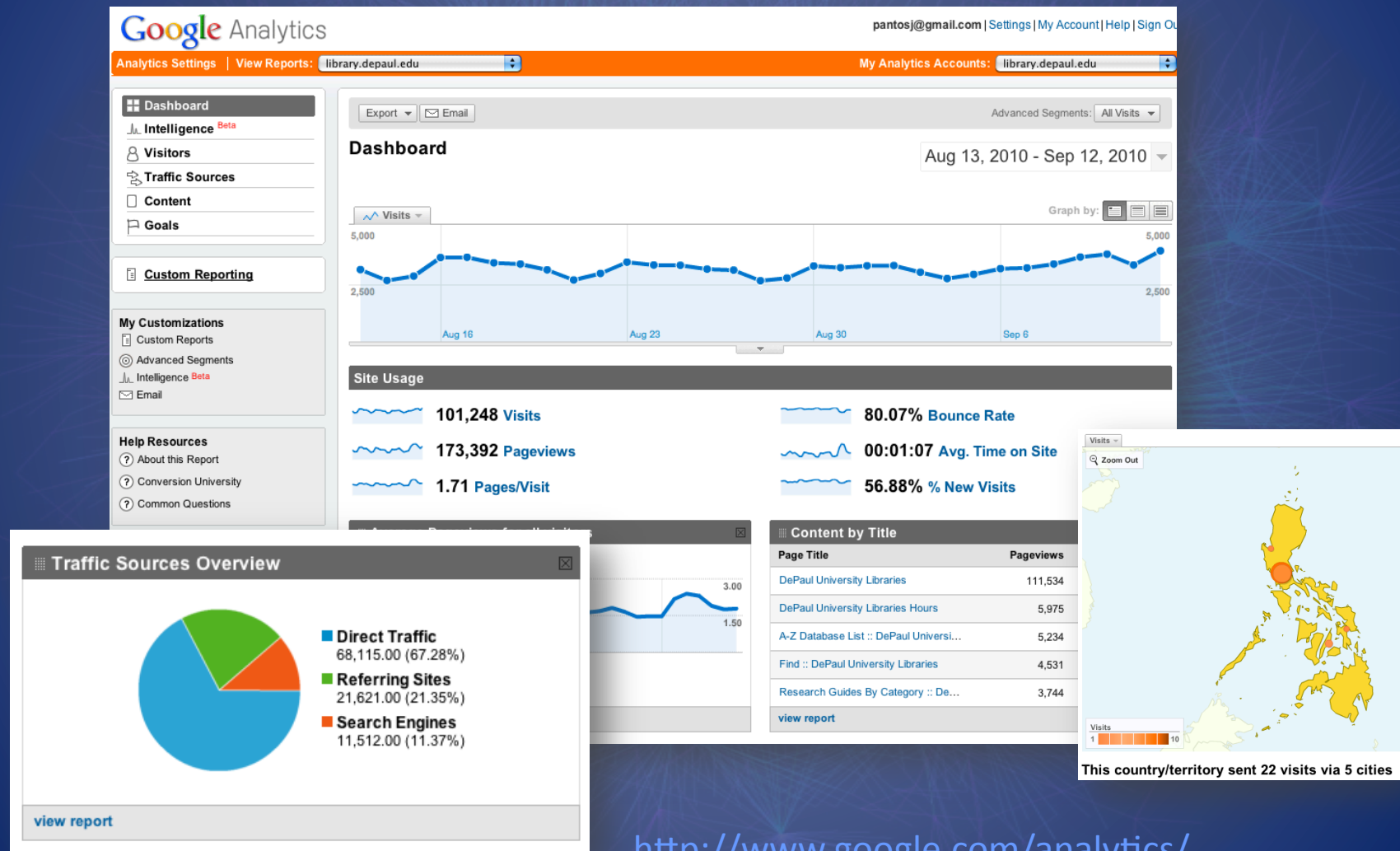
or

How I used a browser cookie to verify what IT told me

M Ryan Hess

**Web Services Coordinator
DePaul University Libraries**

Google Analytics



Crazy Egg

Welcome [mhess8@depaul.edu](#) [Report a Bug](#) [Help](#) [LOGOUT](#)

crazyegg visualize your visitors

[DASHBOARD](#) [OPTIONS](#) [YOUR ACCOUNT](#) [CHANGE](#)

You have **17** stored snapshot(s). You can store **3** more snapshot(s).

You should consider [upgrading your account](#).

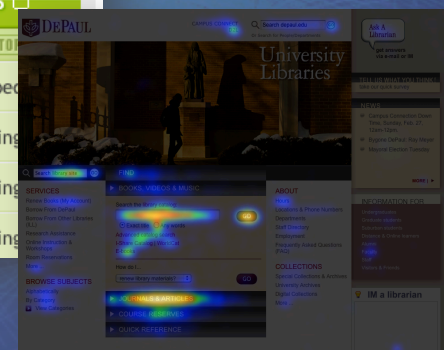
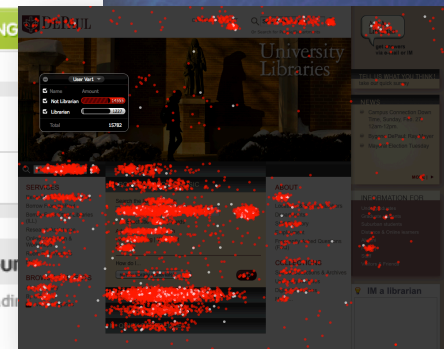
Visits Used This Month
17231
(7,769 remaining)

Stored Snapshots
17
(3 remaining)

Upgrade your Account
Need more? Consider upgrading
[UPGRADE ACCOUNT](#)

Your Pages [+ ADD NEW PAGE](#) [? What's my code?](#) [RSS Notifications](#)

▶ SNAPSHOTS <input type="checkbox"/>	CREATED <input type="checkbox"/>	LAST UPDATED <input type="checkbox"/>	STATUS <input type="checkbox"/>
			RUNNING STOP
▶ Library HomePage	Mar 1, 2011	Mar 3, 2011	● stopped
▶ Library About Index Page	Mar 1, 2011	Today	● running
▶ Library Collections Chicago	Mar 1, 2011	Mar 3, 2011	● running
▶ Library Collections Digital Collections	Mar 1, 2011	Today	● running



<https://www.crazyegg.com>

Finding the Real User



Problem

DePaul Library computers use dynamic IPs

IT was not open to creating static IPs for all staff computers

Our GA and Crazy Egg accounts use IP ranges to filter librarians from users

IT gave us mixed messages on the reliability of the ranges we were using to filter out librarians

Solution: Use browser cookies to filter out librarians

The Browser Cookie Filter

1



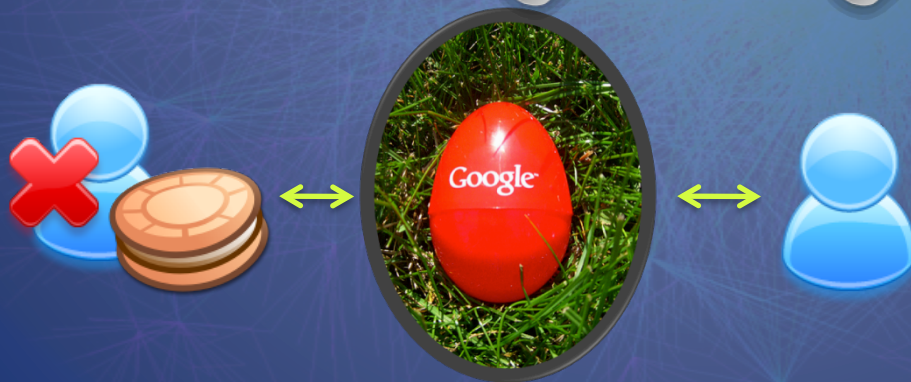
Library staff person works on two PCs, using IE and Firefox browsers.

2



Cookie is deployed for each user, on each browser, on each PC.

3



GA and Crazy Egg filter out the users with the cookie.

Is this really a solution?



Problems

Requires cookie to be placed on each browser, for each user on each PC

Many PCs have multiple users

Significant staff time to deploy

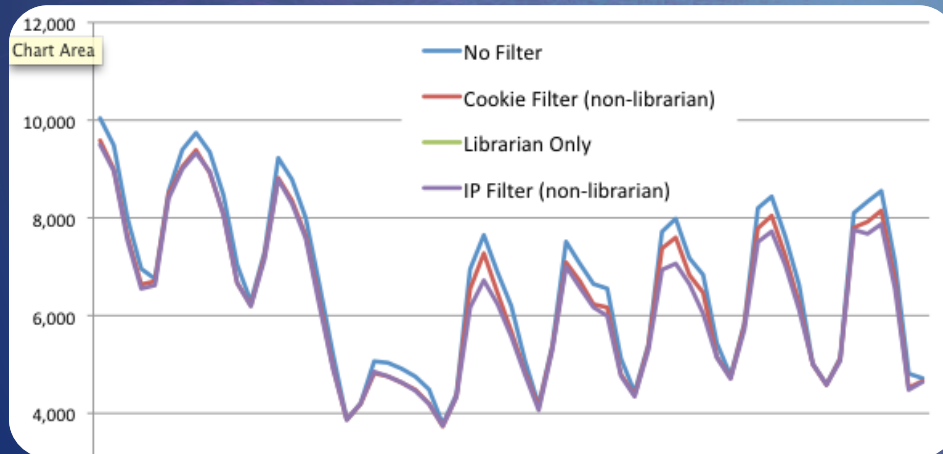
Requires time to monitor

Solution Failed

From Failure to Insight

Cookie filter gave us 3 months of “pure” data

We compared cookie filter to IP filter



INSIGHTS

IP filter actually filtered out many lab machines

Statistically insignificant differences (1-2% difference)

More info: See my FAIL!lab blog entries:

<http://faillab.wordpress.com/2011/01/06/better-living-with-good-data/>

<http://faillab.wordpress.com/2011/05/19/better-living-through-good-data-part-2/>